

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Morgan Perry

Application No.: 10/759,553

Confirmation No.: 8102

Filed: January 16, 2004

Art Unit: 3609

For: METHOD OF DISTRIBUTING TARGETED
INTERNET ADVERTISEMENTS BASED ON
SEARCH TERMS

Examiner: S. Dagneu

RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

In response to the non-final Office Action dated September 20, 2007 (Paper No. 20070914), please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.